

**METHOD AND APPARATUS FOR INSERTING INFORMATION
INTO AN UNUSED PORTION OF A TEXT MESSAGE**

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ABSTRACT OF THE DISCLOSURE

A method and apparatus for placing a targeted advertisement into a text message is provided. A text message occupying only a portion of its permitted field is received at an SMSC gateway 108. The gateway 108 passes the text message to an advetext engine 110.

10 The advetext engine 110 identifies a targeted advertisement based on information associated with the text message, the sender and/or the recipient, and places the targeted advertisement in the unused portion of the text message. Thereafter, the text message with the advertisement are delivered to the intended recipient.